

Message Text

UNCLASSIFIED

PAGE 01 MEXICO 08555 01 OF 03 232149Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 ICA-20 /043 W
-----092999 232209Z /15

R 232131Z MAY 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0408
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY LIMA
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY SANTIAGO
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH

UNCLAS SECTION 01 OF 03 MEXICO 08555

FOR WELCH, BED/OIM

E.O. 11652:N/A
TAGS.: BEXP,MX
SUBJECT: SHOW REPORT MACHINE TOOL VTR/CAT. SHOW, U.S.
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 08555 01 OF 03 232149Z

TRADE CENTER, MEXICO CITY, MAY 9 & 10, 1978.

1. SUBJECT SHOW ATTRACTED 177 PERSONS, 158 OF WHOM WERE
END USERS. THERE WERE 18 AGENTS & DIST. & OTHERS,
INCLUDING GOVERNMENT OFFICIALS. THERE WERE 13 VISITORS
FROM OUTSIDE MEXICO CITY METROPOLITAN AREA, INCLUDING
EIGHT FROM TOLUCA, TWO EACH FROM PUEBLA & QUERETARO & ONE

FROM GUANAJUATO.

2. TAPE SERIES WERE SHOWN SIX TIMES, INCLUDING UNSCHEDULED SHOWING TO HANDLE LATECOMERS FOR LAST SCHEDULED SHOWING. ALTHOUGH TOTAL NUMBER OF VISITORS WAS SMALL, THEY SHOWED ENTHUSIASTIC INTEREST IN TAPES & MANY REPEATS WERE REQUESTED DURING PERIODS ALLOTTED FOR THIS PURPOSE. SOME TV/MACHINE TOOL ADDICTS SAT THROUGH WHOLE SERIES THREE TIMES. MEXICAN NATIONAL CHAMBER OF TRANSFORMATION INDUSTRY (ESSENTIALLY MANUFACTURERS ASSOC.) HAS ASKED TO HAVE TAPES SHOWN IN ITS AUDITORIUM LATER THIS MONTH & SHOWINGS SCHEDULED MAY 30 & 31. INDUSTRIAS UNIDAS, A MAJOR METALWORKING FIRM, HAS ALSO REQUESTED TAPES BE SHOWN TO ITS PERSONNEL. EXPECT SIMILAR ONGOING USE OF TAPES TO GREATLY EXTEND IMPACT OF INITIAL SHOWINGS, PARTICULARLY WITH LARGER CUSTOMERS WHO, BY & LARGE, DID NOT ATTEND.

3. ALL PARTICIPATING FIRMS RECEIVED CAT. REQUESTS, RANGING FROM LOW 26 REQUESTS FOR LAMCOTE DIV. OF ARVEY CORP. CAT. TO HIGH 80 REQUESTS FOR DO ALL INT'L. SLS. CORP. CAT. LISTS OF CAT. REQUESTS FORWARDED TO PARTICIPATING FIRMS AND LOCAL AGENTS MAY 12. COPIES OF ALL LISTS SENT TO CMM TOM WELCH & FRED GAYNOR IN SAD. REQUEST TOTALS FOR ALL FIRMS WERE AS FOLLOWS:

FIRM NO. CATS.
UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 08555 01 OF 03 232149Z

ARVEY CORP., LAMCOTE DIV.	26
BRIDGEPORT MACHINES DIV. TEXTRON	56
THE BULLARD CO.	42
CONE-BLANCHARD MACHINE CO.	34
DO ALL INT'L. SALES CORP.	80
FEDERAL PRODUCTS CORP.	63
GOSS & DE LEEUW MACHINE CO.	67
HARDINGE BROS., INC.	50
HOBART BROS. CO.	53
KINGSBURY MACHINE TOOL CORP.	40
KYSOR MACHINE TOOL DIV.	45
THE MINSTER MACHINE CO.	
MOREY MACHINERY, INC.	44
PACIFIC ROLLER DIE CO., INC.	
VERSION ALLSTEEL PRESS CO.	41
VULCAN TOOL CO.	55
WATERBURY FARREL-TEXTRON	47
S.B. WHISTLER & SONS, INC.	68
W.A. WHITNEY CORP.	40
TOTAL REQUESTS	918

4. TWELVE OF 19 PARTICIPANTS HAD REPRESENTATIVES IN MEX.

LOCAL AGENTS WERE IN ATTENDANCE FOR ALL REPRESENTED FIRMS FOR AT LEAST PART OF PROGRAM, WITH SOME AGENTS PRESENT THROUGHOUT ENTIRE SHOW. AGENTS WERE DEBRIEFED BY TELEPHONE AFTER SHOW & FOLLOWING ARE SOME REPRESENTATIVE COMMENTS:

A. RICARDO JOHNSON, ELECTRONICS, S.A., AGENT FOR THE MINSTER MACHINE CO., THOUGHT PROMOTION. "A GOOD IDEA"

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 08555 02 OF 03 232158Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 ICA-20 /043 W
-----093101 232212Z /15

R 232131Z MAY 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0409
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY LIMA
AMEMBASSY MANAGUA
AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY SANTIAGO
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH

UNCLAS SECTION 02 OF 03 MEXICO 08555

PERSONALLY OBTAINED NO DIRECT LEADS, HOWEVER.

B. CARLOS FLUGEL, METALMAQ, S.A. REPRESENTING KINGSBURY & VERNON, THOUGHT "TECHNOLOGY OF MEDIUM OF PRESENTATION WAS BEST PART". FLUGEL SUGGESTED THIS WAS UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 08555 02 OF 03 232158Z

IDEAL METHOD TO INTRODUCE EQUIP. TO STUDENTS IN TECHNICAL SCHOOLS, AS WELL AS GOOD METHOD TO SHOW EQUIP. AT LOW COST TO SALES PROSPECTS. HE REPORTED THREE GOOD LEADS FOR VERNON MACHINE.

C. JOHN A. SOLIS, ASESORAMIENTO TECNICO INDUSTRIAL, S.A., W.A. WHITNEY, COMMENTED THAT ATTENDANCE WAS DISAPPOINTING, BUT HE PICKED UP THREE GOOD LEADS.

D. J. RAUL DOMINGUEZ, AGENT FOR HARDINGE BROS., DID NOT THINK MUCH OF THE MEDIUM. HE THOUGHT LOW ATTENDANCE DUE TO FACT MEXICANS HAVE NUMEROUS LIVE DEMONSTRATIONS OF MACHINE TOOLS THEY CAN ATTEND & THAT VIDEOTAPE IS POOR SUBSTITUTE. DOMINGUEZ DID REPORT MAKING "SOME GOOD CONTACTS WITH OLD CUSTOMERS.

E. IVAN MAI, SLS. MGR., TECNICOS ARGOSTAL, REPRESENTING CONE-BLANCHARD, DO ALL & WATERBURY-FARREL COMMENTED THAT HE "SAW SOME BENEFIT" FROM THE PROMOTION. HE & HIS SALESMEN COLLECTED "ABOUT A DOZEN LEADS" ON FIRST DAY. MAI SAID HE DID NOT SEE REPRESENTATIVES OF MAJOR CUSTOMERS, BUT "QUITE A FEW" FROM GOOD SMALL & MEDIUM PROSPECTS. HE THOUGHT THE PROMOTION & THE MEDIUM "WORTHWHILE".

5. PROMOTION OF SHOW WAS BY MEANS OF CAT. MAILED (BECAUSE OF PRINTING DELAYS) 11 DAYS BEFORE SHOW, BACKED UP BY 350 TEL. CALLS TO PRIME CUSTOMERS IN MEXICO CITY AREA WEEK BEFORE SHOW. MAJOR MEXICO CITY DAILY WITH NAT'L. CIRCULATION FAILED TO CARRY AD WE SCHEDULED FOR SUNDAY PRIOR TO SHOW FOR LACK OF SPACE. AGENTS SUPPORTED PROMOTION WITH CALLS & MAILINGS.

6. NMTDA TRAINING COORDINATOR LESLIE H. JOHNSON MADE VALUABLE CONTRIBUTION TO TECHNICAL ASPECTS OF SHOW. UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MEXICO 08555 02 OF 03 232158Z

JOHNSON ANSWERED NUMEROUS QUESTIONS ABOUT BOTH PARTICIPATING & NON-PARTICIPATING FIRMS' EQUIP. & REPORTED THAT HE WAS TAKING BACK SEVERAL LEADS.

7. ON BASIS OF EXPERIENCE WITH THIS EVENT, PROBABLY WOULD NOT SCHEDULE LONG BREAKS FOR FUTURE VTR/CAT. SHOWS. DURING HOUR ALLOTTED FOR REPETITION OF TAPES WE OFTEN LOST

OUR AUDIENCE. WOULD RECOMMEND THAT BREAKS NOT EXCEED 15 MINUTES & THAT PERSONS WISHING TO SEE TAPES REPEATED BE ASKED TO SEE SERIES AT SUBSEQUENT SHOWING.

8. IN CONCLUSION, BELIEVE THIS WAS GOOD PROMOTION WHICH SHOULD LEAD TO SALES FOR PARTICIPATING FIRMS. SMALL INITIAL ATTENDANCE SHOULD BE GREATLY AUGMENTED BY SUBSEQUENT SHOWINGS, BOTH HERE IN MEXICO CITY & ELSEWHERE IN MEXICO. ATTRACTION OF SHOW APPARENTLY NOT SUFFICIENT TO DRAW LARGE, SOPHISTICATED FIRMS, BUT GOOD BUSINESS CAN BE DONE WITH SMALL & MEDIUM COMPANIES. FLEXIBILITY OF MEDIUM WILL ALLOW US TO SHOW SERIES ON CUSTOMER'S PREMISES, IF SIZE & IMPORTANCE OF FIRM WARRANT. SPANISH SPEAKING POSTS NOT INCLUDED IN PRESENT PROMOTION COULD CONCEIVABLY PROMOTE & EXHIBIT TAPES/CATS. WITH MINOR FINANCIAL SUPPORT FROM COMMERCE, ALTHOUGH THIS WOULD PRECLUDE INDUSTRY EXPERT HOSPITALITY & EXTENSIVE PRINTING PROGRAM, UNLESS POST RESOURCES COULD COVER THESE.

9. USTC WOULD LIKE TO PROMOTE OTHER TAPE SERIES ON INDUSTRIAL LINES, OBVIOUSLY EXCLUDING HOUSEWARES SERIES. WOULD SUGGEST FOLLOWING CHANGES IN PROCUREMENT, HOWEVER:
(A) SEE NO REASON WHY STANDARD MARKETING DATA FORM (DIB-466P) CANNOT BE USED FOR SUCH EVENTS--DIB-466P SOLICITS

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MEXICO 08555 03 OF 03 232201Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 ICA-20 /043 W
-----093135 232210Z /15

R 232131Z MAY 78
FM AMEMBASSY MEXICO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0410
AMCONSUL BELIZE
AMEMBASSY BOGOTA
AMCONSUL CALI
AMEMBASSY CARACAS
AMCONSUL GUADALAJARA
AMEMBASSY GUATEMALA
AMCONSUL GUAYAQUIL
AMCONSUL HERMOSILLO
AMEMBASSY LIMA
AMEMBASSY MANAGUA

AMCONSUL MARACAIBO
AMCONSUL MEDELLIN
AMCONSUL MERIDA
AMCONSUL MONTERREY
AMEMBASSY PANAMA
AMEMBASSY QUITO
AMEMBASSY SAN JOSE POUCH
AMEMBASSY SAN SALVADOR
AMEMBASSY SANTIAGO
AMEMBASSY TEGUCIGALPA
USCONS MEXICO POUCH

UNCLAS SECTION 03 OF 03 MEXICO 08555

GREAT DEAL OF USEFUL INFORMATION WHICH WOULD ASSIST CAT.
DEVELOPMENT & REPPIND. SHORT FORM USED IN THIS PROMOTION
SEEMED ENTIRELY INADEQUATE.--

(B) PARTICULARLY FOR MEXICO CITY USTC, WE MUST RPT. MUST
HAVE FOUR RPT. FOUR ILLUSTRATED CO. CATS. AT LEAST SEVEN
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MEXICO 08555 03 OF 03 232201Z

WEEKS BEFORE SCHEDULED EVENT-- CATS ARE USED TO OBTAIN
IMPORTABILITY OPINIONS FROM GOM, TO PROVIDE GRAPHICS FOR
SHOW CAT. AS WELL AS FOR DISPLAY PURPOSES & INDUSTRY
EXPERT CONSULTATION DURING EXH.

(C) PARTICIPANTS SHOULD BE STRONGLY ENCOURAGED TO
FORWARD 8X10 IN. GLOSSY BLACK & WHITE ACTION PHOTOGRAPHS
OF THEIR EQUIP. EITHER FOR DIRECT MOUNTING NEAR CATS.
OR, IN CASE OF MEXICO CITY USTC, FOR ENLARGEMENT FOR
MOUNTING IN MERO SYSTEM BOOTHS CONSTRUCTED FOR EACH
PARTICIPANT. SUGGEST THIS BE WRITTEN INTO PARTICIPANTS
CHECKLIST.

(D) SOME TAPES WERE NOT WELL DONE. KYSOR'S, FOR EXAMPLE,
GAVE RELATIVELY LITTLE INFO. ON MACHINES' TECHNICAL
SPECS. & DEVOTED A LOT OF TIME TO HOW GREAT A CO. KYSOR
IS. DO NOT THINK THIS IS VERY PRODUCTIVE. WOULD
SUGGEST TIGHTER GUIDELINES ON TAPE CONTENT, EMPHASIZING
HOW A MACHINE DOES A JOB FASTER, BETTER AND/OR CHEAPER
WITH CONCRETE EXAMPLES & LOTS OF PICTURES OF MACHINES IN
ACTION. TAPED SLIDE PRESENTATIONS, THOUGH INHERENTLY
LESS EFFECTIVE THAN MOVIES, CAN BE EFFECTIVE ENOUGH IF
COMPANY "IMAGE" IS PLAYED DOWN & MACHINE VIRTUES PLAYED
UP.

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 may 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978MEXICO08555
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780217-0975
Format: TEL
From: MEXICO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780529/aaaaaylv.tel
Line Count: 325
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: ea924698-c288-dd11-92da-001cc4696bcc
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 6
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2604082
Secure: OPEN
Status: NATIVE
Subject: SHOW REPORT MACHINE TOOL VTR/CAT. SHOW, U.S. UNCLASSIFIED UNCLASSIFIED
TAGS: BEXP, MX
To: COM
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/ea924698-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014